

Marketing & Creative Social Media Manager

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Company: Powtoon - A Visual Native company

Location: Tel Aviv-Yafo

Category: other-general

With over 40 Million users, Powtoon is the world's leading SaaS DIY video creation platform used by virtually all Fortune 500 companies, business professionals, educators, students and individuals worldwide.

We are seeking a dynamic and creative individual to join our team as a Marketing & Creative Social Media Manager.

You will be responsible for crafting and creating high-quality creative materials that align with our brand voice and support our mission.

You will work closely with the marketing team and other key stakeholders to develop social media and messaging strategies, write copy that aligns with our brand positioning, and generate new ideas that will help drive brand awareness and engagement. The ideal candidate will understand our audience and value quality over quantity.

You live and breathe marketing, staying active on social media to continuously monitor what's working, not just once but steadily increasing our brand's visibility and engagement. You understand how to grow our social media channels over time and can discuss the most successful social media strategies in detail, showcasing your deep knowledge and passion for the field.

If you are a creative thinker with a passion for crafting messaging that disrupts the market, we want to hear from you!

You may not check all the boxes, or your experience may look a little different from what we've outlined, but if you think you can create the next exploding marketing messaging of Powtoon, we encourage you to apply!

Duties & Responsibilities:

Write, proofread, edit, and execute content for all social media channels.

Brainstorm themes, create and edit content, and provide content and editorial review for all materials.

Craft value-filled, impactful social copy and drive engagement and ROI across our social channels.

Develop a deep understanding of our brand and consistently craft content that embodies our unique voice and tone across all Powtoon materials.

Create concepts, ideas, and writing to increase our brand awareness and voice.

Create and maintain a bank of research, quotes, and statistics for content copy.

Create, interview, and develop webinar and podcast scripts.

Collaborate with internal partners to interpret project briefs and develop relevant concepts into content.

Research competitors to keep abreast of adversarial market trends.

Foster a collaborative environment, working alongside team members to generate standout and strategically sound concepts and campaigns.

Serve as a mentor to team members, helping them reach and surpass our company's creative standards.

Be prepared to present and sell creative ideas when necessary.

Analyze performance and results across social media platforms to identify successful strategies, investing more in what works.

Generate and share detailed reports and insights with stakeholders to inform decision-making and strategy adjustments.

Requirements

3+ years of experience as a Social Media Creative Manager and Writer, specializing in

brand messaging and content development, backed by a strong portfolio of work (English content).

3+ years of experience applying brand strategy and experience developing messaging that resonates with target audiences (English content)

Exceptional English level- mind blowing creative writing and editing skills
(We are looking for someone that is A writer, not one that works with writers)

Strong organizational and project management skills

Excellent writing, editing, and proofreading skills

Ability to work collaboratively with cross-functional teams

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